

ABSTRACT OF THE DISCLOSURE

An OLED display system includes a) an OLED display including an array of light emitting pixels, each pixel having a plurality of OLEDs for emitting different colors of light specifying a gamut wherein one of the OLEDs

5 has a power efficiency or lifetime different from the power efficiency or lifetime of at least one of the other OLEDs; b) a control signal; and c) a display driver for receiving a color display signal representing a relative luminance and color to be produced for each pixel of the display and generating a converted color display signal for driving the OLEDs in the display, wherein the display driver is

10 responsive to the control signal for controlling the color gamut saturation of light produced by the OLEDs to reduce power consumption or increase lifetime of at least one of the OLEDs.